

IN THE CLAIMS:

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1. (Currently Amended) A method of identifying a visitor at a network site comprising:
receiving an address from a first visitor computer visitor server computer and a first characteristic of a second visitor computer requesting visitor computer;
requesting information regarding a second characteristic of the second visitor computer requesting visitor computer after receiving the address and the first characteristic, wherein requesting information comprises sending a request for the second characteristic of the requesting visitor computer to the visitor server computer;
receiving the information regarding the second characteristic of the second visitor computer requesting visitor computer from the visitor server computer; and
generating a first visitor identifier using the address, the first characteristic and the second characteristic.
2. (Currently Amended) The method of claim 1, wherein generating the first visitor identifier is performed using only the address and information within a user-agent string of a request originating from the second visitor computer requesting visitor computer.
3. (Currently Amended) The method of claim 2, wherein the user-agent string includes a browser identifier for a browser application on the second visitor computer requesting visitor computer and compatibility information regarding the browser application.
4. (Currently Amended) The method of claim 1, wherein the first characteristic of the second visitor computer requesting visitor computer comprises a type of computer, a CPU identifier, an OS, a browser application, a version of a browser application, compatibility information regarding the browser application, locale information, an accessory that can be activated by the browser application, a display size, a resolution setting, or whether a programming language is enabled.
5. (Currently Amended) The method of claim 1, wherein the first visitor computer visitor server computer is different from the second visitor computer requesting visitor computer.

6. (Currently Amended) The method of claim 5, further comprising sending the first characteristic from a the second visitor computer requesting visitor computer to the first visitor computer visitor server computer before generating the first visitor identifier.
7. (Currently Amended) The method of claim 5, further comprising:
receiving the address from a the first visitor computer visitor server computer and a second characteristic of a third visitor second requesting visitor computer, wherein the third visitor computer is different from the first visitor server computer and second visitor computer the requesting visitor computer; and
generating a second visitor identifier using the address and the second characteristic.
8. (Currently Amended) The method of claim 1, wherein:
the first visitor server computer and second visitor computer the requesting visitor computers are the same computer;
the first characteristic is a first characteristic of a first browsing environment; and
the method further comprises:
receiving the address from a the first visitor computer visitor server computer and a second characteristic of a second browsing environment, wherein the first and second browsing environments use the same OS, browser application, and version of browser application; and
generating a second visitor identifier using the address and the second characteristic.
9. (Original) The method of claim 1, wherein generating the first visitor identifier is performed without the use of a cookie.
10. Cancelled
11. Cancelled
12. (Currently Amended) A data processing system readable medium comprising code embodied in a data processing system readable medium, the code comprising:

an instruction for accessing an address from a ~~first visitor computer~~ visitor server computer and a first characteristic of a ~~second visitor computer~~ requesting visitor computer;

an instruction for requesting information regarding a second characteristic of the ~~second visitor computer~~ requesting visitor computer after receiving the address and the first characteristic wherein requesting information comprises sending a request for the second characteristic of the requesting visitor computer to the visitor server computer;

an instruction for accessing received information regarding the second characteristic of the ~~second visitor computer~~ requesting visitor computer from the ~~visitor server computer~~;

an instruction for generating a first visitor identifier using the address, the first characteristic and the second characteristic.

13. (Currently Amended) The data processing system readable medium of claim 12, wherein the instruction for generating the first visitor identifier is executed using only the address and information within a user-agent string of a request originating from the ~~second visitor computer~~ requesting visitor computer.
14. (Currently Amended) The data processing system readable medium of claim 13, wherein the user-agent string includes a browser identifier for a browser application on the ~~second visitor computer~~ requesting visitor computer and compatibility information regarding the browser application.
15. (Currently Amended) The data processing system readable medium of claim 12, wherein the first characteristic of the ~~second visitor computer~~ requesting visitor computer comprises a type of computer, a CPU identifier, an OS, a browser application, a version of a browser application, compatibility information regarding the browser application, locale information, an accessory that can be activated by the browser application, a display size, a resolution setting, or whether a programming language is enabled.
16. (Currently Amended) The data processing system readable medium of claim 12, wherein the ~~first visitor computer~~ visitor server computer is different from the ~~second visitor computer~~ requesting visitor computer.

17. (Currently Amended) The data processing system readable medium of claim 16, the code further comprises:

an instruction for accessing the address from a ~~the first visitor computer visitor server computer~~ and a second characteristic of a ~~third visitor computer second requesting visitor computer~~, wherein the ~~third visitor computer second requesting visitor computer~~ is different from the ~~first visitor server computer~~ and ~~second visitor computer~~ ~~the requesting visitor computers~~; and
an instruction for generating a second visitor identifier using the address and the second characteristic.

18. (Currently Amended) The data processing system readable medium of claim 12, wherein:
~~the first visitor server computer and second visitor computer the requesting visitor computers~~ are the same computer;

the first characteristic is a first characteristic of a first browsing environment; and
the code further comprises:

an instruction for receiving the address from ~~a first visitor computer the visitor server computer~~ and a second characteristic of a second browsing environment, wherein the first and second browsing environments use the same OS, browser application, and version of browser application; and
an instruction for generating a second visitor identifier using the address and the second characteristic.

19. (Original) The data processing system readable medium of claim 12, wherein the instruction for generating the first visitor identifier is executed without the use of a cookie.

20. Cancelled

21. Cancelled

22. (Currently Amended) A system for identifying a visitor at a network site comprising:
individual visitor computers;
a network site computer; and

a visitor control server computer bidirectionally coupled to the individual visitor computers and the network site computer,
wherein:
the visitor control server computer is configured to not provide an address of any individual visitor computer to the network site computer; and
the network site computer is configured to request information regarding a first characteristic of at least one of the requesting individual visitor computers wherein requesting information comprises sending a request for the first characteristic of the requesting individual visitor computer to the visitor server computer, receive information regarding the first characteristic from the visitor server computer and generate a visitor identifier from an address received from the visitor control server computer, the first characteristic, and a second characteristic of the at least one of the requesting individual visitor computers.

23. (Original) The system of claim 22, wherein at least one of the individual visitor computers is not configured to receive cookies.
24. (Currently Amended) The system of claim 18, wherein the visitor server computer regulates communications across a firewall, and the network site computer and any of the individual visitor computers communicate to each other via the visitor server computer.
25. (Currently Amended) The system of claim 22, wherein the visitor server computer provides a characteristic of at least one of the requesting individual visitor computers to the network site computer.